

Richmond Automobile News

FRAUDULENT "INSIDERS" MAKE LARGE HAULS

Represented They Had Control of Marketing Trucks Belonging to Government.

WON'T BE RUSHED ON MARKET

Army's Transport Equipment Will Be Handled in Manner That Will Have No Detrimental Effect on Automobile Industry.

Government trucks will not be rushed on to the market. That fact has been settled, according to an official of the National Automobile Chamber of Commerce, who says that an agreement has been entered into with the authorities that what trucks are not available for government use will be turned over to the manufacturers who turned them out and by them placed in the market as needed by the industries of America.

"Efforts to make capital of the multiplicity of government-owned motor vehicles are reprehensible," said Roy Davey, general sales manager of the Bethlehem Motors Corporation, Allentown, Pa., recently "caught" stories, said Mr. Davey, "injure the motor-truck business for the time being. I have learned that some fly-by-night individuals 'worked' St. Louis, and then Chicago, and gained a small fortune in both cities by representing that they had the inside track on government-owned passenger cars and trucks, and that they could secure these at a bargain.

They took \$10,000 out of Chicago, according to a report received. With money like that going round 'milking' the public for \$100 to \$200 an account for goods they cannot deliver, the business of passenger-car and motor-truck selling is certain to suffer, as the poor dupes will wait a long time for the delivery of their vehicles. Which, of course, never come and will never come.

Warnings regarding this fraud, which is being played systematically throughout the country at great loss to prospective customers of responsible manufacturers, and at a great loss to the dupes, of course, cannot be played too prominently in order that the fraud may be checked as soon as possible. The manufacturers are suffering for the time being, but in the end will, of course, lose only the temporary advantage which comes from a steady scattering of their product.

"Some have held up on production due to hesitancy of business men to order in the face of the oft-repeated statement regarding the marketing of the government trucks and cars, and such makers will suffer through inability to supply the goods which the real rush comes—after the public has come to know all of the real facts and has come to realize the goods which the time that the United States government will do not one thing to check so important an industry as the motor-truck and passenger-car manufacturing. The Bethlehem Motors Corporation, while facing today steady improvement in sales and general business all over the country, is preparing for the deluge of orders which is already in sight, and, in fact, started.

Sparks from Motorland

J. K. Bohanan is having the building remodelled at 722 West Broad Street, into which he will install a plant for storage, batteries, ignition and lighting systems.

William P. Barnhart, sales manager of the United States Motor Truck Company, Cincinnati, Ohio, was a visitor to the city last week.

James M. Whitfield has joined the sales organization of the Chevrolet Motor Company of Virginia.

Miss J. O. Sykes, proprietress of the Philadelphia Service Station, has returned from a business trip to Washington and Baltimore.

Forbes Motor Company announces the agency for the State of Virginia for the McFarlan line of cars.

G. G. Garland, district representative of the Autocar Company, Ardmore, Pa., was on a business trip recently to the Terminal Motor Company.

Percy Holliday, formerly sergeant-major, ammunition train, Eightieth Division, has returned to his former position with the Talman Auto Supply Company, Inc.

J. T. Darden, manager of Coburn Motor Sales Company, has returned from a business trip to Norfolk.

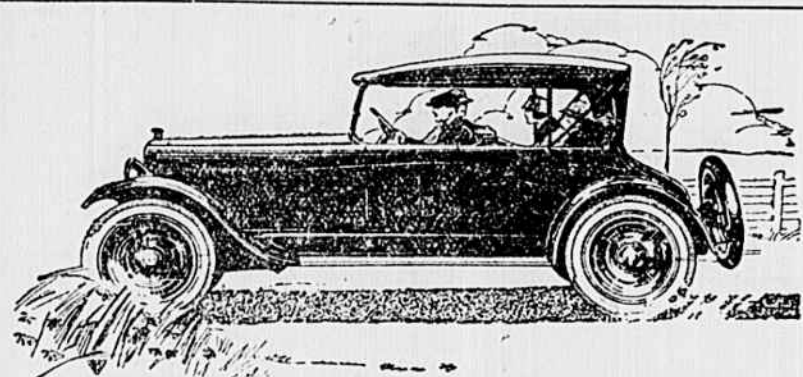
CARE IN HOT WEATHER MAY SAVE LIFE OF HORSE

Lead Lightly, Drive Slowly, Water Frequently, Feed Seasonably, and Sponge Often.

The following suggestions for the care of horses in hot weather are offered by the freight transportation department of the Packard Motor Car Company:

1. Lead lightly and drive slowly.
2. Stop in the shade if possible.
3. Water your horse as often as possible. So long as a horse is working water in small quantities will not hurt him. But let him drink only a few swallows if he is going to stand still. Do not fail to water him at night after he has eaten.
4. When he comes in after work, sponge off the harness marks and sweat, his eyes, his mouth and mouth and the dock. Wash his feet but not his legs.
5. If the thermometer is seventy-five degrees or higher, wipe him all over with a damp sponge. Use vinegar water if possible. Do not turn the horse on him.
6. Saturday night give a bran mash, lukewarm, and add a tablespoon of saltpetre.
7. Do not use a horse-hat unless it is a canopy-top hat. The ordinary bell-shaped hat does more harm than good.
8. A sponge on top of the head, or even a cloth, is good if kept wet. If dry it is worse than nothing.
9. If the horse is over come by heat, get him into the shade, remove all harness and bridle, wash out his mouth, sponge him all over, sponges his legs and give him two ounces of aromatic spirits of ammonia, or two ounces of sweet spirits of nitre. In a pint of water, or give him a pint of coffee, warm. Cool his head at once, using cold water, or, if necessary, chopped ice, wrapped in a cloth.
10. If the horse is off his feed try him with two quarts of oats mixed with bran and a little water and add a little salt or sugar. Or give him oatmeal gruel or barley water to drink.
11. Watch your horse. If he stops sweating suddenly, or if he breathes short and quick, or if his ears droop, or if he stands with his legs braced sideways, he is in danger of a heat or sunstroke and needs attention at once.
12. If it is so hot that the horse sweats in the stable at night, tie him outside with bedding under him. Unless he cools off at night he cannot well stand the next day's heat.

To Bridge the Roanoke River. SOUTH HILL, VA., June 21.—The South Hill-Henderson Bridge Corporation, recently chartered with \$75,000 capital stock, has been organized with J. B. Boyd as president; R. S. McCoin, vice-president, and William H. Hunter, secretary. The company proposes to erect and operate a toll bridge over the Roanoke River that will connect the rich tobacco counties of Vance and Warren, in North Carolina, with Mecklenburg County, in Virginia. The bridge will be a part of the highway which connects the two tobacco markets of South Hill and Henderson, N. C.



NEW CHANDLER ROADSTER (FOUR PASSENGER)

NORTH CAROLINA NOTES; BUSINESS SPREADING OUT

New Banking Capital Shows Up—Textile Mills Enlarging and New Ones Starting Out.

Charlotte is soon to have a new bank with \$200,000 capital stock. It is being organized by W. L. Jenkins, Thomas Shelton and others.

The Enterprise Lumber Company is building a large sawmill and wood-working plant at Mt. Olive.

The General Asbestos and Rubber Mining Company proposes to soon have in operation at Charlotte a mill for spinning asbestos yarn.

The Independence Trust Company, of Charlotte, has increased capital stock from \$500,000 to \$1,000,000.

The Hunt Mountain Lumber Company, of Rutherfordton, has been incorporated with \$50,000 capital stock and started business in that town.

C. B. Armstrong is building a 6,000-spindle factory at Gastonia to spin just one grade of hosiery yarn.

The improvement and enlargements of the Yakin Hotel, of Salisbury, now being made will cost \$20,000.

The town of Morganton is enlarging its water system at a cost of \$20,000.

The Viek Chemical Company has been incorporated at Greensboro and proposes to manufacture dyes at that place.

A big cotton factory is to be erected and put in operation at High Shoals.

TRUCKS MAY BRING PREMIUM BEFORE END OF THIS YEAR

Manufacturers Will Be Unable to Produce Enough Commercial Cars to Meet Demand.

"Before the end of this year I would not be at all surprised to find automobiles and motor trucks bringing a premium," says a prominent official of the Republic Motor Truck Company, Inc., Alma, Mich.

"As far as the merchandiser of passenger cars is concerned, it is just a case of history repeating itself," continues the Republic official. "They are going back to those days when buyers and dealers placed their orders months in advance and virtually waited in line to get the cars. Motor truck manufacturers were never in exactly that same position—although they have never experienced much difficulty in finding a market for all the trucks they could produce. It was the war that brought about a real appreciation of the motor truck and its ability to solve the most perplexing transportation problems. And now the makers of motor trucks are facing a demand for their product that will tax the capacity of all the great facilities."

"Take our own business, for instance. Republic factories build twice as many trucks as any other manufacturer. And still orders already on

our books far exceed our production. That is the situation at the present time, and, from my personal observation and from special reports I have received from our territorial managers, I am positive this demand for Republic trucks will not only continue throughout the year, but will actually increase as big business thoroughly recovers from the effects of the war.

"All lines of business are in the market for motor trucks of various capacities, from the three-quarter-ton pneumatic delivery truck to the massive trucks of five and seven tons capacity. Butchers, bakers, grocers, florists, merchants of every kind are waking to the possibilities of motor trucks. Contractors, coal dealers, delivery expense and enabling them to give their customers better, quicker service. Contractors, coal dealers, florists, merchants of every kind are waking to the possibilities of motor trucks. Contractors, coal dealers, delivery expense and enabling them to give their customers better, quicker service. Contractors, coal dealers, florists, merchants of every kind are waking to the possibilities of motor trucks. Contractors, coal dealers, delivery expense and enabling them to give their customers better, quicker service."

"There is also a prospect which is just now receiving the attention of the manufacturers of motor trucks, and that is the demand in foreign markets. Our South American neighbors will be probing buyers of American-made trucks. The Orient is just beginning to realize the value of motor vehicles and our ex-

ports to China and Japan are increasing by leaps and bounds. And America will quite likely be called upon to furnish quantities of motor cars and trucks to certain European countries, at least for some time to come.

"I am emphatic in my prediction that motor trucks will be bringing a premium before the end of the year because of what I have seen and what I know about conditions affecting the making and selling of motor trucks."



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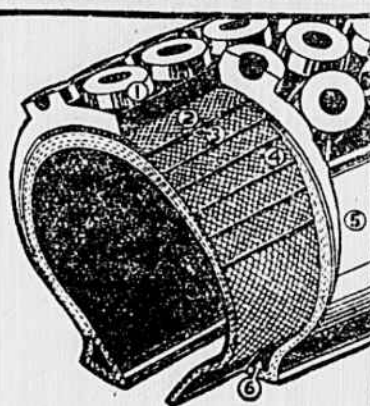
No three-quarter-ton truck on the market can meet the Atlas standard—it is unquestionably alone in the field. 118-inch wheelbase; rear axle of full ton capacity; Atlas motor, 3 1/2 x 5 inches; increased piston displacement; overbuilt dreadnaught type; armor-clad radiator.

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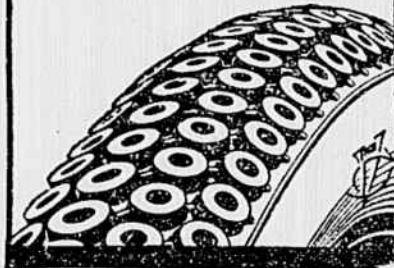
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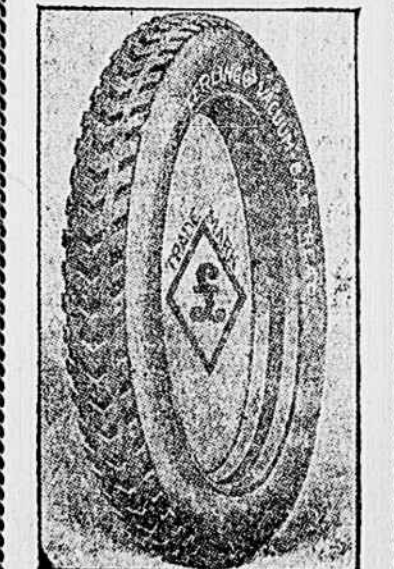


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The 300,000th Maxwell is the same basic car as Maxwell No. 1. No changes in design—but many improvements.

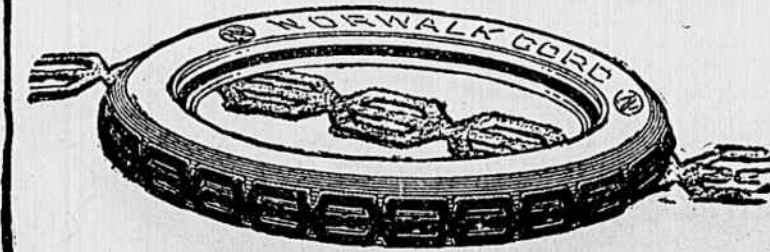
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